



## **North Liberty Telecommunications Commission**

Meeting Agenda

Monday, March 7, 2016

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.
2. Roll call.
3. Public comment for items not on the agenda.
4. Mediacom update.
5. South Slope update.
6. Telecommunications staff report.
7. The Commission and Closing the Last Mile
8. Approval of minutes.
9. Old business.
10. New business.
11. Next meeting date.
12. Adjourn.

Mediacom Communications Corporation  
One Mediacom Way  
Mediacom Park, NY 10918

STATEMENT OF FRANCHISE FEE PAYMENT

Statement Period: Oct 1, 2015 to Dec 31, 2015

Statement Date: January 15, 2016

City of North Liberty  
PO Box 77  
North Liberty, IA 52317

Payment Item	Base Amount	Rate	Payment Amount
Advertising Revenues	\$79,223.51	0.05	\$3,961.18
Basic Service	\$164,054.97	0.05	\$8,202.75
Bulk Revenue	\$14,142.47	0.05	\$707.13
Digital Service Tier	\$27,448.25	0.05	\$1,372.40
Equipment Rental	\$34,039.31	0.05	\$1,701.97
Expanded Basic Service	\$124,085.85	0.05	\$6,204.31
Installation	\$9,896.59	0.05	\$494.83
Pay-per-View	\$8,721.94	0.05	\$436.10
Premium Services	\$36,378.92	0.05	\$1,818.93
VOD Service	\$309.92	0.05	\$15.50
Total Payment			\$24,915.10

Mediacom Contact: Lee Grassley 217-243-4621 lgrassley@mediacomcc.com

615356

CHECK  
NUMBER

JPMORGAN CHASE BANK, N.A.  
SYRACUSE, NEW YORK  
50-937/213

**MEDIACOM COMMUNICATIONS CORP.**  
SUBSIDIARY DISBURSEMENT  
ONE MEDIACOM WAY  
MEDIACOM PARK, NY 10918

PAY

DATE  
Jan 18, 2016

\$ \*\*\*\*\*24,915.10

Twenty-Four Thousand Nine Hundred Fifteen Dollars And Ten Cents\*\*\*\*\*

VOID AFTER 90 DAYS

TO THE  
ORDER  
OF  
City of North Liberty  
PO Box 77  
North Liberty, IA 52317

AUTHORIZED SIGNATURE

⑈ 6 1 5 3 5 6 ⑈ ⑆ 0 2 1 3 0 9 3 7 9 ⑆ ⑆ 3 0 1 5 1 8 1 2 6 5 0 9 ⑈

615356

City of North Liberty- 1-NORTH LIBERTY      Jan 18, 2016      Check No. 615356

Document Number	Document Date	Invoice Amount	Discount Taken	Net Payment
FF Q 8962 DEC-15	Dec 31, 2015	24,915.10	0.00	24,915.10

# South Slope Cooperative Telephone Company

## Digital Video TV Franchise Taxes - Payable to City of North Liberty

Tax Rate: 5%

<u>Month</u>	<u>Taxable Service Revenues</u>	<u>Franchise Tax</u>
<u>October, 2015</u>	<u>95,814.60</u>	<u>4,790.73</u>
<u>November, 2015</u>	<u>104,100.60</u>	<u>5,205.03</u>
<u>December, 2015</u>	<u>4,284.20</u> <u>84,393.60</u>	<u>214.21</u> <u>4,219.68</u>
<b>Total Franchise Tax</b>		<b><u><u>14,429.65</u></u></b>

## PEG Video TV Fees - Payable to City of North Liberty

Fee Rate: 50 Cents Per Customer

	<u>Amount Due</u>
<u>October, 2015</u>	<u>                    </u>
<u>November, 2015</u>	<u>                    </u>
<u>December, 2015</u>	<u>                    </u>
<b>Total PEG Fees</b>	<b><u><u>0.00</u></u></b>
<b>Total Franchise Tax &amp; PEG Fees Due</b>	<b><u><u>14,429.65</u></u></b>

A/C 4010.193                      14,215.44  
A/C 7991.740                      214.21  
A/C 4010.195                      0.00  
V. # 022502



South Slope Cooperative Telephone Co.  
 PO BOX 19  
 NORTH LIBERTY, IOWA 52317-0019  
 PHONE (319)626-2211

PLEASE DETACH AND RETAIN

No. 112914

Date: 01/21/2016

DATE	INVOICE	DESCRIPTION	GROSS	NET
01/18/2016	20160118142723	OCTOBER-DECEMBER TV FRANCHISE TAX	14,429.65	14,429.65
Totals:			14,429.65	14,429.65

THIS CHECK IS VOID WITHOUT A COLORED BACKGROUND AND WATERMARK/LINES ON THE BACK - HOLD AT ANGLE TO VIEW



South Slope Cooperative Telephone Co.  
 PO BOX 19  
 NORTH LIBERTY, IOWA 52317-0019  
 PHONE (319)626-2211

No. 112914

72-1375/739

HILLS BANK & TRUST COMPANY  
 HILLS, IOWA

FOURTEEN THOUSAND FOUR HUNDRED TWENTY-NINE AND 65 / 100\*\*\*\*\*

PAY TO THE ORDER OF  
 CITY OF NORTH LIBERTY  
 PO BOX 77  
 NORTH LIBERTY IA 52317

DATE	CHECK NO.	AMOUNT
01/21/2016	112914	\$****14,429.65

*Casa Min*

SIGNATURE HAS A COLORED BACKGROUND • BORDER CONTAINS MICROPRINTING

# **Communications Department Report**

Submitted to the North Liberty City Council

February 1, 2016 for the period of January 1 – 31, 2015

## **Beat the Bitter**

The inaugural Beat the Bitter, a day of winter games and good cheer, is scheduled for Feb. 6. We've been working on planning the day and marketing the event, including radio and TV appearances, and building out the event's website.

The day includes an obstacle run, rugby demonstration, a kickball tournament, fattire bikes, a scavenger hunt, an art instillation and more in Penn Meadows Park from 9 a.m. to 4 p.m. At night, Reds Alehouse hosts beach party.

The event is a great example of community collaboration making a truly community event, with several residents and businesses offering time and/or money to make this a reality. Thanks is due to many, especially Anne Aguirre, Laci Lower, Brandon Kuehl and Leighton Smith. We also received support from Adam Schechinger State Farm, BerganKDV, Reds Alehouse, Iowa City Association of Realtors, Capanna Coffee and Sugar Bottom Bikes. Shelly Simpson and the rec department, Guy Goldsmith and the parks department, and Adam Olsen and the police department have also been a huge help.

## **Water Tower One**

Erika planned and executed a time-lapse video of the demolition of Water Tower One along Cherry Street. The video was popular, making appearances on KCRG and the Gazette's website and fetched more than 10,000 views on Facebook.

## **Highway 965 banners and naming**

Nick put together a draft of a potential renaming process for Highway 965, and hopes to have the completed memo for dissemination in February. Additionally, we also put together some guidelines for use of the new banner poles on Highway 965 between Penn Street and Scales Bend Road so that we can allow their use by non-profit partners. We worked to make our guidelines consistent with other local municipalities' guidelines.

## **FaceNick**

FaceNick continues to be a popular and fun promotion that we think helps put a human face on the city. Stefan's done a bangup job of editing and producing the series. This month we used FaceNick to talk up Beat the Bitter, and will shoot at least another segment in February. (We're trying to produce new segments every two to three weeks.)

## **Project Open House**

We've scheduled our annual project open house for Thursday, Feb. 18, from 4:30 to 6 p.m. at the Community Library to talk about water treatment plant upgrades, work at North Liberty Road and Dubuque Street, Penn Street widening, the parks plan and other projects. Nick interviewed with KCRG, KXIC and others about work planned from North Liberty Road and Dubuque Street

## **Blues & BBQ**

Blues & BBQ has become a year-round endeavor and fundraising and planning continues for July 9, 2016. Committee and subcommittee meetings will start in earnest this February.

## **Facebook likes**

We've added about 120 Facebook likes in the past month, suggesting good engagement on the platform. When the team hits 3,000, the team's earned a reward of some (fun) team building.

## **Other**

The staff spent some time working on technical issues related to a failing playback server and other equipment. Everything is back to a working state, but we have planned to move forward with upgrades as soon as possible.

We produced and submitted City Council and joint meetings to the Iowa City and Coralville government channels. With two budget work sessions, the transit task force, the multi-jurisdictional joint meeting, Stefan spend a lot of time preparing for and covering meetings. Each meeting requires about 2 hours of staff time to prepare and set up, then breakdown and archive, plus the length of the meeting itself. Further information about video production this month is below.

Staff participated in training on mitigating blood-borne pathogen risks.

Nick's been working with the City of Tiffin to help them put together equipment for shooting, streaming and recording their city council meetings.

Erika and Nick attended the quarterly Event Planners Association at the CVB.

We announced the preliminary special census results.

We've focused on our several job openings and publicizing new (and returning) programs, such as Fitness on Demand.

## **Website Statistics**

<b>Month</b>	<b>Visits</b>	<b>Unique Visitors</b>	<b>Pageviews</b>	<b>Avg. Visit</b>	<b>Pages/Visit</b>
<b>January 2016</b>	15,994	11,582	34,566	1:33	2.16

<b>January 2015</b>	15,796	10,995	34,713	1:36	2.20
<b>December 2015</b>	14,596	10,984	28,898	1:19	1.98
<b>November 2015</b>	14,280	10,477	29,299	1:23	2.05
<b>October 2015</b>	15,120	10,934	29,983	1:20	1.98
<b>September 2015</b>	14,061	10,142	28,736	1:21	2.04
<b>August 2015</b>	18,093	12,578	35,835	1:26	1.98

### Completed Shoots

<b>Title</b>	<b>Requested By</b>	<b>Date Shot</b>	<b>Duration</b>
<b>Planning and Zoning Commission</b>	City Administration	Jan. 5	1:00
<b>Parks and Recreation Commission</b>	City Administration	Jan. 7	0:27
<b>CU: Special Census</b>	Communications	Jan. 8	0:05
<b>CU: Fitness on Demand</b>	Communications	Jan. 12	0:01
<b>City Council</b>	City Administration	Jan. 12	1:25
<b>Tree and Storm Water Board</b>	City Administration	Jan. 13	0:28
<b>CU: FaceNick</b>	Communications	Jan. 18	0:03
<b>Library Board</b>	City Administration	Jan. 18	1:06
<b>City Council Budget</b>	City Administration	Jan. 19	1:41
<b>CU: Builder Licensing</b>	Communications	Jan. 20	0:05
<b>Transit Advisory Committee</b>	City Administration	Jan. 21	1:16
<b>Author Talk: Corn Poll</b>	Library	Jan. 24	0:45
<b>Joint Meeting</b>	City Administration	Jan. 25	1:38
<b>City Council</b>	City Administration	Jan. 26	2:26
<b>City Council Budget</b>	City Administration	Jan. 28	1:13
<b>Total shoots: 15</b>	<b>Duration of new video: 13.7 hours</b>		

### Departmental Goals

<b>Goal</b>	<b>Deadline</b>	<b>Status (as of Jan. 27)</b>
<b>Posting calendar for social media</b>	02/01/16	Added SJ to Hootsuite for post management
<b>Password management</b>	02/01/16	<b>Complete</b>
<b>Detailed roles and responsibilities for all staff</b>	02/01/16	<b>Complete</b>
<b>Hold first Beat the Bitter</b>	02/06/16	In process
<b>Order new printer for office</b>	02/15/16	<b>Complete</b>
<b>Revisit Community News Survey</b>	02/28/16	Survey results distributed to staff
<b>Back-up training for meetings, scheduling, other essential functions</b>	03/01/16	Ongoing. EH developing checklist
<b>Feature North Liberty sustainability on website, NLTV</b>	03/31/16	Brainstorming features, info
<b>Update social media guidelines</b>	04/01/16	NB drafted update. EH will take next pass

<b>Revamp programming and PSA production to reduce staff time by 25%</b>	04/15/16	Discussed ideas for increased PSA, reduced production and scheduling time
<b>Replace broadcast equipment</b>	07/01/16	Research ongoing, timeline needs to move up
<b>Feature one photo each month on social media from a non-communications staff member</b>	07/01/16	Done in January. SJ will reach out to other departments and staff members.
<b>Compile list of local non-profit organizations, make contact with each</b>	07/01/16	
<b>Assess council chambers equipment</b>	10/31/16	
<b>Build Instagram followers to 500</b>	12/31/16	303 followers, up from 249 on Jan. 1.
<b>Monthly Drobo and photo library backups</b>	12/31/16	Completed as scheduled in January
<b>Build photo library with 100 photos each month</b>	12/31/16	Completed for January
<b>Increase professional development to a minimum of 12 hours a year</b>	12/31/16	EH in CLP; NB, SJ looking for opportunities
<b>One new community program produced each month</b>	12/31/16	Corn Poll talk shot for Jan.; seeking Feb opportunities
<b>Meet with library and recreation staff to spell out marketing goals with each brochure cycle</b>	12/31/16	Staff contacted and receptive

# **Communications Department Report**

Submitted to the North Liberty City Council

March 2, 2016 for the period of February 1 – 29, 2016

## **Beat the Bitter**

We held the inaugural Beat the Bitter on Feb. 6, 2016, and were pleased with the turnout and the foundation it offered for the first year. The weather was in the mid-40s for most of the day.

The day's activities included an obstacle run, two rugby exhibitions, an eight-team kickball tournament, open obstacles, fat-tire bike demos, an all-day scavenger hunt and a nighttime beach party. Attendance was more than 500 people. It was a great example of community collaboration, and we're getting together in March to discuss changes and plans for next year.

## **Blues & BBQ**

We held the first full-committee meeting in February, and subcommittees are gearing up for a March 21 announcement. We'd like to have food vendor applications and volunteer sign ups available by the announcement date, and need to make sure our branding is constant as well. Blues & BBQ will be held on July 9, 2016.

Tangentially related: Stefan's photo of the Blue & BBQ balloon glow is the cover of the Iowa City/Coralville Area Convention and Visitors Bureau's annual visitor guide (he had other photos included in the guide as well).

## **Stork Storytime podcast**

Stefan worked with library staff to produce their first Stork Storytime podcast, which they are using to highlight their womb-literacy initiatives. The podcast is available through iTunes, SoundCloud and in your favorite podcast app.

## **Hall of Fame video**

Stefan completed the video tribute to Dave Hubler, the North Liberty firefighter inducted into the community's Hall of Fame, without Dave being alerted to its production. After it was posted, Dave stopped by and thanked Stefan for his work (and to get a copy to send his mom).

## **Staff photos**

One of our goals for 2016 is to seek out and publish photos from staff outside of this department, knowing that there's interesting stuff that happens when we can't be there and most of staff carry pretty decent cameras in their phones. We've received some unsolicited photos in the past that have played well, such as the goose nesting at Liberty Centre last year.

This month, we received from the police department a photo of Juan Santiago who, while on patrol, happened on a young resident patrolling in a police Power Wheel and posed with the child, both with their cars. The photo told a simple, positive story about community policing and our city. The photo, posted to social media, garnered 68,357 views, 618 reactions and 76 shares on Facebook, with additional engagement on Twitter and Instagram.

### **Highway 965 banners and naming**

We put together a proposal for renaming Highway 965 that will be on the council agenda on March 8.

Additionally, we implemented our new banner guidelines. Our first partnership is with the Iowa City/Coralville Area Convention and Visitors Bureau to highlight the US Olympic Trials being hosted locally in April. The banners should be up in early March.

### **Projects**

We had good attendance at the annual project open house on Thursday, Feb. 18, from 4:30 to 6 p.m. at the Community Library to talk about water treatment plant upgrades, work at North Liberty Road and Dubuque Street, Penn Street widening, the parks plan and other projects.

We have an open house, graciously hosted by Grace Community Church, for neighbors of the project on March 3. The projects pages are up-to-date and will continue to be as updates are available. We've been issuing notices about the coming work since January, with more specific dates as they become available.

### **Council goals**

We're helping publicize the City Council's goals and Stefan is working with councilors to produce videos about each of the goals to offer some context about them. (We produced similar videos two years ago.)

### **Other**

We produced and submitted City Council meetings to the Iowa City government channel.

Staff participated in training on workplace ergonomics.

We completed staff annual evaluations.

Nick participated in the CVB's focus group with other city staff.

### **Website Statistics**

<b>Month</b>	<b>Visits</b>	<b>Unique Visitors</b>	<b>Pageviews</b>	<b>Avg. Visit</b>	<b>Pages/Visit</b>
<b>February 2016</b>	13,444	9,722	29,899	1:40	2.22

<b>February 2015</b>	14,412	10,319	31,053	1:32	2.15
<b>January 2016</b>	15,994	11,582	34,566	1:33	2.16
<b>December 2015</b>	14,596	10,984	28,898	1:19	1.98
<b>November 2015</b>	14,280	10,477	29,299	1:23	2.05
<b>October 2015</b>	15,120	10,934	29,983	1:20	1.98
<b>September 2015</b>	14,061	10,142	28,736	1:21	2.04

### Completed Shoots

<b>Title</b>	<b>Requested By</b>	<b>Date Shot</b>	<b>Duration</b>
<b>Planning and Zoning Commission</b>	City Administration	Feb. 2	0:46
<b>Parks and Recreation Commission</b>	City Administration	Feb. 4	0:31
<b>Advance in 60</b>	Communications	Feb. 5	0:56
<b>CU: Beat the Bitter</b>	Communications	Feb. 6	0:04
<b>CU: Water Plant Updates</b>	Communications	Feb. 8	0:06
<b>City Council</b>	City Administration	Feb. 9	0:32
<b>Transit Advisory Committee</b>	City Administration	Feb. 11	1:04
<b>CU: FaceNick</b>	Communications	Feb. 18	0:04
<b>City Council</b>	City Administration	Feb. 23	1:15
<b>Hubler Responds</b>	Communications	Feb. 25	0:08
<b>Total shoots: 10</b>	<b>Duration of new video: 5.4 hours</b>		

### Departmental Goals

<b>Goal</b>	<b>Deadline</b>	<b>Status (as of Jan. 27)</b>
<b>Posting calendar for social media</b>	02/01/16	<b>Complete</b>
<b>Password management</b>	02/01/16	<b>Complete</b>
<b>Detailed roles and responsibilities for all staff</b>	02/01/16	<b>Complete</b>
<b>Hold first Beat the Bitter</b>	02/06/16	<b>Complete</b>
<b>Order new printer for office</b>	02/15/16	<b>Complete</b>
<b>Revisit Community News Survey</b>	02/28/16	<b>Complete</b>
<b>Back-up training for meetings, scheduling, other essential functions</b>	03/01/16	EH developed checklist. Training ongoing.
<b>Feature North Liberty sustainability on website, NLTV</b>	03/31/16	FaceNick segment complete, other initiatives in process.
<b>Update social media guidelines</b>	04/01/16	<b>Completed</b>
<b>Revamp programming and PSA production to reduce staff time by 25%</b>	04/15/16	EH in week three of four-week trial period.
<b>Replace broadcast equipment</b>	07/01/16	Ordered distribution amps to upgrade broadcast.

<b>Feature one photo each month on social media from a non-communications staff member</b>	07/01/16	Done for Jan. Feb. SJ will reach out to other departments and staff members.
<b>Compile list of local non-profit organizations, make contact with each</b>	07/01/16	List compiled. SJ working through list.
<b>Assess council chambers equipment</b>	10/31/16	
<b>Build Instagram followers to 500</b>	12/31/16	375 followers, up from 249 on Jan. 1.
<b>Monthly Drobo and photo library backups</b>	12/31/16	Completed as scheduled.
<b>Build photo library with 100 photos each month</b>	12/31/16	Completed for month.
<b>Increase professional development to a minimum of 12 hours a year</b>	12/31/16	EH in CLP; NB, SJ looking for opportunities
<b>One new community program produced each month</b>	12/31/16	Completed for month.
<b>Meet with library and recreation staff to spell out marketing goals with each brochure cycle</b>	12/31/16	Staff contacted and receptive

# **Communications Department Report**

Submitted to the North Liberty City Council

January 5, 2016 for the period of December 1 – 31, 2015

## **Department goals**

The staff worked on setting some departmental goals for 2016. The last time the department had any sort of formal goal setting was in 2009 (I know, I know). We worked to define (a) concrete, (b) time-bound goals for 2016 that (c) did not include ongoing projects and responsibilities. We included increasing production in a few areas that are ongoing responsibilities because they were areas we felt needed focus; that's why, for example, the inaugural Beat the Bitter makes the list but Blues & BBQ did not, for instance. We plan to review progress monthly at our department meetings, and recognize the need to be flexible as needs arise. The listing of goals:

1. Replace broadcast equipment and server
2. Back-up training for meetings, scheduling, other essential functions
3. Build Instagram followers to 500
4. Posting calendar for social media (Twitter, Facebook, Instagram)
5. Update social media guidelines for Periscope, Vine, Instagram, Snapchat, etc.
6. Feature at least one photo each month on social media from a non-communications staff member
7. Update list of local non-profit organizations and make contact with each
8. Monthly Drobo and photo library backups
9. Improved password management procedures
10. Hold first Beat the Bitter
11. Build photo library with 100 photos each month
12. Assess council chambers equipment
13. Increase professional development to a minimum of 12 hours a year, per staffer
14. Revisit Community News Survey
15. One new community program produced each month
16. Meet with library and recreation staff to spell out marketing goals with each brochure cycle
17. Detailed written roles and responsibilities for all staff

## **Roles and responsibilities**

Staff reviewed current job descriptions and compiled lists of ongoing responsibilities with an estimate of how much time each duty consumed. This will help us make sure backup training is completed, assess where finding efficiencies will be most helpful, and potentially shift responsibilities among positions.

## **Penn Meadows shelter**

Stefan shot time-lapse video of the pre-built Penn Meadows shelter and restroom installation and produced a video tour of the new facility. We're hoping to do a similar thing with the coming demolition of the water tower on Cherry Street.

## **Hall of Fame video**

Stefan spent time interviewing fire fighters about Community Hall of Fame inductee Dave Hubler, which should be both a nice tribute to the inductee and useful soliciting nominees for next year.

## **Project Open House**

We've scheduled our annual project open house for Thursday, Feb. 18, from 4:30 to 6 p.m. at the Community Library to talk about water treatment plant upgrades, work at North Liberty Road and Dubuque Street, Penn Street widening, the parks plan and other projects.

## **Snow Emergency Notification**

We had the second declared snow emergency of the season on Dec. 28. Notification was provided to the public by via e-mail, local TV news, Facebook, Twitter, website and press release. Implementation again seemed to be smooth; we've spent time responding to snow removal questions since.

## **FaceNick**

We produced our second FaceNick video, which currently has 1,200 views. Additionally, FaceNick was featured in a Press-Citizen story by Dick Hakes. Stefan is working on a third episode to be shot in January.

## **Holidays, Annual Recognitions**

In addition to notifications about holiday hours, and attending the annual employee holiday lunch, staff put together certificates recognizing employee longevity and merit (we issued a press release about the city's Employee, Officer and Rookie of the Year, too). It's a nice opportunity to highlight the good work being done here in the city, to both internal and external audiences.

## **Beat the Bitter**

Planning continues on our mid-winter event with a small group of residents. Scheduled for Feb. 6, 2016, during the day at Penn Meadows Park, then moving to Reds Alehouse at 6 p.m. The goal is to encourage residents to embrace winter and the outdoors with games for a variety of ages

and skills. Outdoor events will include a cross-country 5K-ish obstacle course, outdoor kickball tournament, snowshoe course and obstacle course.

### **Stork podcasting**

Stefan trained library staff on podcast recording equipment to produce their womb-literacy podcast. He'll continue working with them and their guests to produce the show.

### **Blues & BBQ**

Fundraising continues for the event's 10<sup>th</sup> year, with a goal of \$70,000. We're lining up some pieces now, including music, beverages and inflatables, and will be gathering the committee and subcommittees in the coming months.

### **Other**

Nick participated in interviews for new police officers and prepared for the bi-annual city goal-setting session.

We produced and submitted City Council meetings to the Iowa City government channel. Further information about video production this month is below.

Nick met with project engineers for Penn Street widening and North Liberty Road/Dubuque Street improvements in preparation for those public information campaigns.

### **Website Statistics**

<b>Month</b>	<b>Visits</b>	<b>Unique Visitors</b>	<b>Pageviews</b>	<b>Avg. Visit</b>	<b>Pages/Visit</b>
<b>December 2015</b>	14,596	10,984	28,898	1:19	1.98
<b>December 2014</b>	14,773	10,534	31,095	1:24	2.12
<b>November 2015</b>	14,280	10,477	29,299	1:23	2.05
<b>October 2015</b>	15,120	10,934	29,983	1:20	1.98
<b>September 2015</b>	14,061	10,142	28,736	1:21	2.04
<b>August 2015</b>	18,093	12,578	35,835	1:26	1.98
<b>July 2015</b>	22,441	15,475	44,453	1:26	1.98

### **Completed Shoots**

<b>Title</b>	<b>Requested By</b>	<b>Date Shot</b>	<b>Duration</b>
<b>Planning and Zoning Commission</b>	City Administration	Dec. 1	0:51
<b>Parks and Recreation Commission/City Council</b>	City Administration	Dec. 3	2:33
<b>Telecommunications Commission</b>	City Administration	Dec. 7	0:16
<b>City Council</b>	City Administration	Dec. 8	2:05
<b>Board of Adjustments</b>	City Administration	Dec. 9	0:19
<b>CU: Parks Plan</b>	Communications	Dec. 9	0:04
<b>CU: FaceNick</b>	Communications	Dec. 10	0:05

<b>Transit Advisory Committee</b>	City Administration	Dec. 10	1:45
<b>CU: Penn Meadows Shelter</b>	Communications	Dec. 15	0:05
<b>CU: Shop with a Cop</b>	Communications	Dec. 15	0:03
<b>CU: Community Hall of Fame</b>	Communications	Dec. 16	0:05
<b>CU: Jim Sayre in-depth</b>	Communications	Dec. 21	0:08
<b>Library Board</b>	City Administration	Dec. 21	0:46
<b>City Council</b>	City Administration	Dec. 22	1:10
<b>Total shoots: 14</b>	<b>Duration of new video: 10.2 hours</b>		

### Public and Education Programs Submitted to NLTV

<b>Title</b>	<b>Producer/Provider</b>	<b>Program Length/Frequency</b>
<b>30 Minutes</b>	Royce Phillips	30 minutes weekly
<b>30 Odd Minutes</b>	Jeff Belanger	30 minutes biweekly
<b>Ablevision</b>	Alisa Carbone	30 minutes biweekly
<b>Conversations from St. Norbert</b>	St. Norbert College	30 minutes biweekly
<b>Country Time Country</b>	Bob Jett	1 hour weekly
<b>Cry Holy with Bishop Fulton</b>	Holy Christian Church International	1 hour weekly
<b>Culinary Kid</b>	Bedford TV	30 minutes monthly
<b>Dialogue with Doti and Dodge</b>	Chapman University	30 minutes monthly
<b>Econews</b>	Educational Communication	30 minutes weekly
<b>Emily's Garden</b>	Emily Johnson	30 minutes monthly
<b>The Folklorist</b>	NewTV	30 minutes monthly
<b>The Garage</b>	Steve Butler	30 minutes monthly
<b>Gospel Explosion Ministry</b>	Gospel Explosion Ministry	1 hour weekly
<b>Graceful Aging</b>	Gregory Bator	30 minutes biweekly
<b>Grace Community Church</b>	Grace Community Church	1 hour weekly
<b>Healthy Living</b>	Healthy Living	30 minutes monthly
<b>Hope for Today with Clint Decker</b>	Great Awakenings	1 hour monthly
<b>ICCS Board Meeting</b>	Iowa City Community School District	2 meetings monthly
<b>In the Fight</b>	US Army	30 minutes monthly
<b>Jazzercise</b>	Jazzercise Inc	1 hour weekly
<b>Link TV</b>	Emily Jones	1 hour weekly
<b>Midnight Mausoleum</b>	Mid Knight Productions	2 hours biweekly
<b>Mysterious China</b>	Monarex	1 hour
<b>Off the Shelf</b>	Danvers Community Access Television	30 minutes monthly
<b>Perils for Pedestrian</b>	John Z Wetmore	30 minutes weekly
<b>The Prophetic Word of Yahweh</b>	House of Yahweh	1 hour weekly
<b>Revival in Oxford!</b>	John Schmidt	1 hour weekly
<b>Saturday Fright Special</b>	SFS Productions	2 hours weekly
<b>Science Quest</b>	Kate West	30 minutes monthly
<b>Sci-Fi Journal</b>	Rhode Island Science Fiction Club	1 hour monthly
<b>Soldiers' Journal</b>	Melody Day, US Army	30 minutes biweekly
<b>Second Coming Church</b>	Daniel E. Hayes	1 hour per week

<b>Senior Center: Mature Focus</b>	Iowa City/Johnson County Senior Center	30 minutes monthly
<b>Senior Center: At the Center</b>	Iowa City/Johnson County Senior Center	30 minutes monthly
<b>Tabernacle Baptist Church</b>	Royce Phillips	1 hour weekly
<b>Ask Dog Lady</b>	LexMedia	30 minutes biweekly
<b>Go Fish with Dan Kenney</b>	Daniel Kenney	30 minutes monthly
<b>Total programs: 37</b>	<b>Approximate total duration of new provided programming: 74 hours</b>	

# Memo

**To** North Liberty Telecommunications Commission  
**From** Communication Director Nick Bergus  
**Date** March 4, 2016  
**Re** The Commission and Closing the Last Mile

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Over the past several years, changes have impacted the operation of the Telecommunications Commission. These changes including:

- State-wide franchising and the expiration of our local franchises has eliminated the Telecommunications Commission's role as franchise negotiator and reduced its role in franchise enforcement and oversight.
- The PEG channel's importance as a free-speech venue has been diluted by the availability of digital platforms such as YouTube.
- The Communications Department's refocusing on communications and community engagement, with the PEG channel moving from a major focus to one of many avenues for informing the public about local issues.
- Cable television, over which the Commission has local jurisdiction, has been supplanted by data service, which the Commission does not have jurisdiction, as the dominate information conduit.

There remains value in citizen advisement of and input to the Communications Department, as well as the Commission being available for the purposes of handling customer service complaints and other franchise-related issues. However, I believe the Commission, as a body engaged community members, can be put to better use.

This memo is meant to serve as a starting point for a discussion about better aligning the goals and involvement of the Telecommunications Commission with the current landscape and the goals of the Communications Department while continuing to fulfill its mission and purpose.

The so-called "last mile," or physical connection to the end user, and equal access was long an overarching concern of the Commission and the Franchise agreements it oversaw. With access to reliable infrastructure widely available locally, the last-mile problem is now a figurative one: how do we connect residents to the relevant information about their city and community?

As a department, we use many avenues to distribute information: NLTV, of course, but also venues such as the city's website, social media platforms, and press releases and media appearances. We know, however, that there are people who these messages do not reach, and we hear from elected officials that residents need to be engaged.

While I believe that, generally, information about North Liberty is easy-to-access and that we actively engage the community for the most part, we need the Commission's help in closing this new, figurative last mile.

Some potential ways the commission could help engage the community and close the gap:

- Become ambassadors and disseminators of city news, by being included on press-release lists, watching city update segments, etc.
- Build a network of neighborhood contacts to help connect residents with information about city initiatives, projects and undertakings.
- Solicit suggestions and feedback for concrete actions that would make news and information easier to access and make it easier to engage the city.
- Actively engage and encourage productive discussion on social networks.
- Identify underserved, under-engaged populations and assist in strategically reaching them.

While our department is, I believe, successful in connecting to the community and making information available to them, there is room for improvement and stronger engagement and there is a place for the Commission in that mission.



## **North Liberty Telecommunications Commission**

Meeting Agenda

Monday, Dec. 7, 2015

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.

At 6 p.m. Hoffman called the meeting to order.

2. Roll call.

Present were commissioners Hoffman, Arnold, Osterhaus, Gattas and Wells. Also present: Nick Bergus, Erika Harper and Stefan Juran.

3. Chair and vice-chair selection.

Arnold moved and Osterhaus seconded to elect Hoffman chair. Osterhaus moved and Hoffman seconded to name Arnold vice chair. The motions passed with all in favor.

4. Public comment for items not on the agenda.

There was none.

5. Mediacom update.

No Mediacom representative was present. Bergus noted that the Iowa Utilities Board had ruled that Mediacom was covered by its negotiated franchise agreement in Iowa City, after it had converted to a state franchise certificate, due to the removal of competition in that jurisdiction. He did not believe it would have an impact on North Liberty.

6. South Slope update.

No South Slope representative was present and a representative noted prior to the meeting they had nothing to report.

7. Telecommunications staff report.

Bergus discussed highlights of the previous three months included business and visitor development activities, City Week participation, upcoming events and snow emergency procedures. Harper noted the department's work on candidate videos, as well as other video projects the team had undertaken and completed.

8. Approval of minutes.

Osterhaus moved, and Gattas seconded, to approve the minutes of the Sept. 14, 2015, meeting. The motion passed with all in favor.

9. Old business.

There was none.

10. New business.

There was none.

11. Next meeting date: Monday, March 7, 2016 at 6 p.m.

No conflicts were noted.

12. Adjourn.

Arnold moved, and Gattas seconded, to adjourn the meeting at 6:15 p.m. The motion passed with all in favor.